

Consumer Spending Patterns Report

Prepared For: CITY OF MORGAN HILLS REDEVELOPMENT

Order #: 963348531

Project Code: 1879188 - MORGAN HILL, CA

Site: 01

Place (see appendix for geographies), Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
Apparel:								
Total Apparel	78,713	94,778	2,299	2,706	7,129	8,412	1.78	1.82
Women's Apparel	22,181	27,357	648	781	2,009	2,428	1.75	1.80
Men's Apparel	14,157	16,743	414	478	1,282	1,486	1.67	1.71
Girl's Apparel	4,498	5,599	131	160	407	497	1.66	1.71
Boy's Apparel	4,084	5,018	119	143	370	445	1.58	1.63
Infant's Apparel	1,752	1,999	51	57	159	177	1.55	1.59
Footwear (excl. Infants)	8,530	10,015	249	286	772	889	1.66	1.71
Other Apparel Prods/Services	23,511	28,049	687	801	2,129	2,489	2.06	2.07
Entertainment:								
Sports and Recreation	26,357	34,900	770	996	2,387	3,098	1.90	1.96
TV, Radio and Sound Equipment	32,438	40,081	948	1,144	2,938	3,557	1.69	1.70
Reading Materials	8,485	10,546	248	301	768	936	1.57	1.59
Travel	30,603	36,509	894	1,042	2,772	3,240	2.14	2.15
Photographic Equipment	2,866	3,093	84	88	260	274	1.80	1.83
Food at Home:								
Total Food at Home	73,986	81,303	2,161	2,321	6,700	7,216	1.28	1.29
Cereal Products	4,009	4,280	117	122	363	380	1.27	1.28
Bakery Products	8,050	8,407	235	240	729	746	1.30	1.31
Fish and Seafood	1,892	2,144	55	61	171	190	1.54	1.53
Meats (All)	14,308	15,918	418	454	1,296	1,413	1.18	1.19
Dairy Products	7,744	8,250	226	236	701	732	1.31	1.31
Fresh Milk and Cream	1,990	2,072	58	59	180	184	1.24	1.25
Eggs	930	1,113	27	32	84	99	1.36	1.36
Other Dairy Products	4,824	5,066	141	145	437	450	1.33	1.33
Fruits and Vegetables	9,845	10,884	288	311	892	966	1.40	1.41
Juices	2,421	2,552	71	73	219	227	1.42	1.42
Sugar and Other Sweets	4,634	5,208	135	149	420	462	1.27	1.29
Fats and Oils	641	738	19	21	58	66	1.24	1.25
Nonalcoholic Beverages	7,046	7,120	206	203	638	632	1.23	1.24
Prepared Foods	13,396	15,802	391	451	1,213	1,403	1.28	1.28



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Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2004	2009	2004	2009	2004	2009	2004	2009
Health Care:								
Total Health Care	48,109	71,465	1,405	2,040	4,357	6,343	1.23	1.21
Medical Services	25,414	32,209	742	919	2,302	2,859	1.60	1.65
Prescription Drugs	20,335	36,028	594	1,029	1,842	3,198	.94	.97
Medical Supplies	2,360	3,228	69	92	214	287	1.49	1.53
Household Equipment:								
Total Household Textiles	11,088	13,530	324	386	1,004	1,201	1.89	1.94
Domestic Textiles	3,992	5,077	117	145	362	451	1.63	1.66
Window and Furniture Covers	7,096	8,453	207	241	643	750	2.09	2.16
Total Furniture	17,320	19,780	506	565	1,569	1,756	2.02	2.07
Bedroom Furniture	4,509	5,158	132	147	408	458	1.88	1.92
Living/Dining Room Furniture	8,294	9,133	242	261	751	811	2.13	2.19
Other Furniture	4,517	5,489	132	157	409	487	1.98	2.03
Major Appliances	4,970	5,069	145	145	450	450	1.48	1.48
Small Appliance/Houseware	12,839	14,430	375	412	1,163	1,281	1.95	1.99
Misc Household Equipment	8,554	10,729	250	306	775	952	1.51	1.52
Misc Personal Items:								
Personal Care Products and Services	14,477	18,697	423	534	1,311	1,659	1.47	1.49
Personal Expenses and Services	26,249	32,055	767	915	2,377	2,845	1.78	1.86
Smoking Prods/Supplies	7,057	7,903	206	226	639	701	.79	.78
Miscellaneous Items:								
Total Education	24,541	31,886	717	910	2,223	2,830	1.91	1.97
Room and Board	1,680	1,785	49	51	152	158	1.95	1.97
Tuition/School Supplies	22,861	30,100	668	859	2,070	2,672	1.90	1.97
Pet Expenses	6,895	8,878	201	253	624	788	1.42	1.46
Day Care	6,706	8,836	196	252	607	784	1.91	1.89
Contributions (All)	33,177	40,811	969	1,165	3,005	3,622	1.71	1.77



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	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
Annual Expenditures	2004	2009	2004	2009	2004	2009	2004	2009
Other Misc. Expenses:								
Housekeeping Supplies	4,347	5,443	127	155	394	483	1.26	1.27
Total Food away from Home	77,962	91,682	2,277	2,617	7,060	8,137	1.55	1.55
Breakfast and Brunch	4,855	6,410	142	183	440	569	1.32	1.32
Dinner	27,041	30,197	790	862	2,449	2,680	1.67	1.68
Lunch	19,305	24,163	564	690	1,748	2,145	1.42	1.44
Snacks and Non Alcoholic Beverage	5,724	7,596	167	217	518	674	1.30	1.31
Catered Affairs	1,950	2,139	57	61	177	190	1.83	1.81
Food and Nonalcoholic Bevgs on Trips	19,086	21,177	558	605	1,728	1,880	1.65	1.68
Total Alcoholic Beverages	19,688	22,008	575	628	1,783	1,953	1.47	1.48
Alcoholic Beverages at Home	12,747	14,470	372	413	1,154	1,284	1.38	1.39
Alcoholic Beverages away from Home	6,941	7,538	203	215	629	669	1.66	1.69
Shelter and Related Expenses:								
Household Services	11,414	16,049	333	458	1,034	1,424	2.04	2.07
Household Repairs	20,076	22,099	586	631	1,818	1,961	1.59	1.57
Total Housing Expenses	10,688	12,035	312	344	968	1,068	1.20	1.25
Fuels and Utilities	1,330	1,345	39	38	120	119	.80	.87
Telephone Service	9,357	10,691	273	305	847	949	1.29	1.33
Transportation Expenses:								
Total Transportation Expenses	113,493	142,489	3,315	4,068	10,278	12,647	1.51	1.51
New Autos/Trucks/Vans	55,238	62,022	1,614	1,771	5,002	5,505	1.75	1.78
Used Vehicles	29,845	41,273	872	1,178	2,703	3,663	1.24	1.28
Boats and Outboard Motor, Etc	6,626	7,272	194	208	600	645	2.20	2.41
Towing Charges	88	114	3	3	8	10	1.39	1.45
Gasoline	17,633	26,652	515	761	1,597	2,366	1.23	1.23
Diesel Fuel	188	191	5	5	17	17	1.43	1.35
Rented Vehicles	3,876	4,965	113	142	351	441	2.00	2.03
Automotive Maintenance/Repair/Other	28,270	31,902	826	911	2,560	2,831	1.58	1.62
Total Specified Consumer Expenditures	761,368	928,987	22,240	26,520	68,952	82,452	1.56	1.58



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Claritas' Consumer Spending Patterns Report is derived from the Consumer Buying Power (CBP) database using information from the U.S. Bureau of Labor Statistics (BLS) Consumer Expenditure Survey (CEX).

The Annual Aggregate (in 000's) is used to obtain the Annual Per Capitas and the Average Household data by dividing the aggregate by the corresponding total household population and total households, respectively. The Market Index value is the ratio of the Annual Average Household Expenditure (AAHE) for the geography that this report is being produced, as compared to the "AAHE" for the U.S.A.

Current Year Estimates and Five Year Projections are produced by Claritas, Inc.



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Appendix: Area Listing

Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
0649278	Morgan Hill city		

